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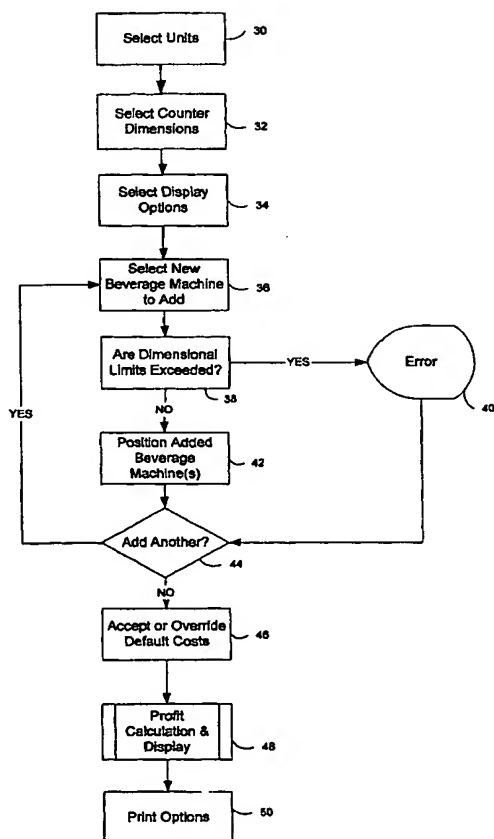
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- (71) Applicant (for all designated States except US):
BUNN-O-MATIC CORPORATION [US/US]; 1400
Stevenson Drive, Springfield, IL 62703 (US).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **THOMPSON,**
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- (74) Agents: **PETERS, Grant, H.** et al.; Barnes & Thornburg,
P.O. Box 2786, Chicago, IL 60690-2786 (US).
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(57) **Abstract:** A system, method and computer program product for planning an arrangement of beverage equipment on a virtual surface or counter. The system allows a user to create a virtual surface of chosen dimension (32) and then select one or more beverage machines (36) to place on that surface while verifying that there is sufficient open space for the selected beverage machine (38). Also disclosed is a method of determining projected profit (48) based on the selection of beverage machines, entered values related to costs, and entered values related to serving size and pricing. The system reports on projected profits and/or how long the equipment needs to be operated to pay off the equipment's cost.